

### Quality Control Review Checklist

Rater's Name: \_\_\_\_\_ Date of Rating: \_\_\_\_\_

Page (URL) reviewed: \_\_\_\_\_

Page owner (organization or region): \_\_\_\_\_

Instructions: Rate each standard on a scale of 1-5, 5 being the best.

1. Target audience is clear and unambiguous – does not attempt to address both citizens and partners (i.e., it is obvious for whom the page is intended; citizens would not be confused by information intended for/appropriate to partners)

\_\_\_5 \_\_\_4 \_\_\_3 \_\_\_2 \_\_\_1

Comments/suggestions:

2. Purpose of the page is clear and unambiguous (i.e., it is obvious what the page is intended to do)

\_\_\_5 \_\_\_4 \_\_\_3 \_\_\_2 \_\_\_1

Comments/suggestions:

3. Writing (segues/narrative) is clear and unambiguous (e.g., words and terminology are appropriate to the target audience; content is conversational – in second person, where possible; no inappropriate jargon or acronyms)

\_\_\_5 \_\_\_4 \_\_\_3 \_\_\_2 \_\_\_1

Comments/suggestions:

4. Content is formatted and organized efficiently (e.g., sentences and paragraphs are short and simple; text is broken into short segments; uses headers and sub-headers to get people to what they want; layers information)

\_\_\_5 \_\_\_4 \_\_\_3 \_\_\_2 \_\_\_1

Comments/suggestions:

5. Content is consistent (e.g., content doesn't contradict other information on the page or site; avoids duplication and redundancy except where it's needed to address different audiences; words/phrases mean the same thing throughout the page/website – consistent taxonomy)

\_\_5 \_\_4 \_\_3 \_\_2 \_\_1

Comments/suggestions:

6. Spelling and punctuation are accurate. (One misspelling must be rated no higher than 4; 2 misspellings must be rated no higher than 3; 3 misspellings must be rated no higher than 2)

\_\_5 \_\_4 \_\_3 \_\_2 \_\_1

Comments/suggestions:

7. Anticipates obvious questions (i.e., content shows that the writer(s) understand(s) what the audience wants and needs)

\_\_5 \_\_4 \_\_3 \_\_2 \_\_1

Comments/suggestions:

8. Links and graphics add value (if no links and graphics are included on the page, rate this "5")

\_\_5 \_\_4 \_\_3 \_\_2 \_\_1

Comments/suggestions:

9. Page meets HUD's publication standards (which includes use of designated style guide)

\_\_5 \_\_4 \_\_3 \_\_2 \_\_1

Comments/suggestions: